

## ORDER



**Orders**  
**Order / Rev:** 202884  
**Alt Order #:** 06848045  
**Product Desc:** 9/17-9/27 American Crossroads  
**Estimate:** 691  
**Flight Dates:** 09/18/12 - 09/27/12  
**Original Date / Rev:** 08/30/12 / 08/30/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Crossroads Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/American Crossroads  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN16688/TO1709  
**Agency External ID:** IN7573/AU3290/TO1672/AL2022/SP791

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/27/12	18	\$5,875.00	\$4,993.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$5,875.00	\$4,993.75	0.00
<b>Totals</b>	<b>18</b>	<b>\$5,875.00</b>	<b>\$4,993.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	13%	\$5,875.00
Market	100%	\$45,192.31

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	37%	\$16,721.15
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	27%	\$12,201.92
WTVZ	0%	\$0.00
WVEC	23%	\$10,394.23

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/23/12	09/23/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
FOX NWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$100.00		0.00			
E 2	WVBT	09/19/12	09/19/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00



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 Product Desc: 9/17-9/27 American Crossroads  
 Estimate: 691

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	09/18/12	09/21/12	M-F 5-6a Ricki Lake	CM	5-6a	- TWTF - -	:30	3	\$15.00	P3	0.00	NM	3	\$45.00
RICKI LAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -		3				\$15.00		0.00			
E 15	WVBT	09/24/12	09/27/12	M-F 5-6a Ricki Lake	CM	5-6a	MTWT - - -	:30	2	\$15.00	P3	0.00	NM	2	\$30.00
RICKI LAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWT - - -		2				\$15.00		0.00			
													Totals	18	\$5,875.00